Underwood All Electric

RANDOLPH OFFICE EQUIPMENT CO.
7 SOUTH 11th ST. TEL. 3670
RICHMOND, INDIANA

Now...

UNDERWOOD

All Electric

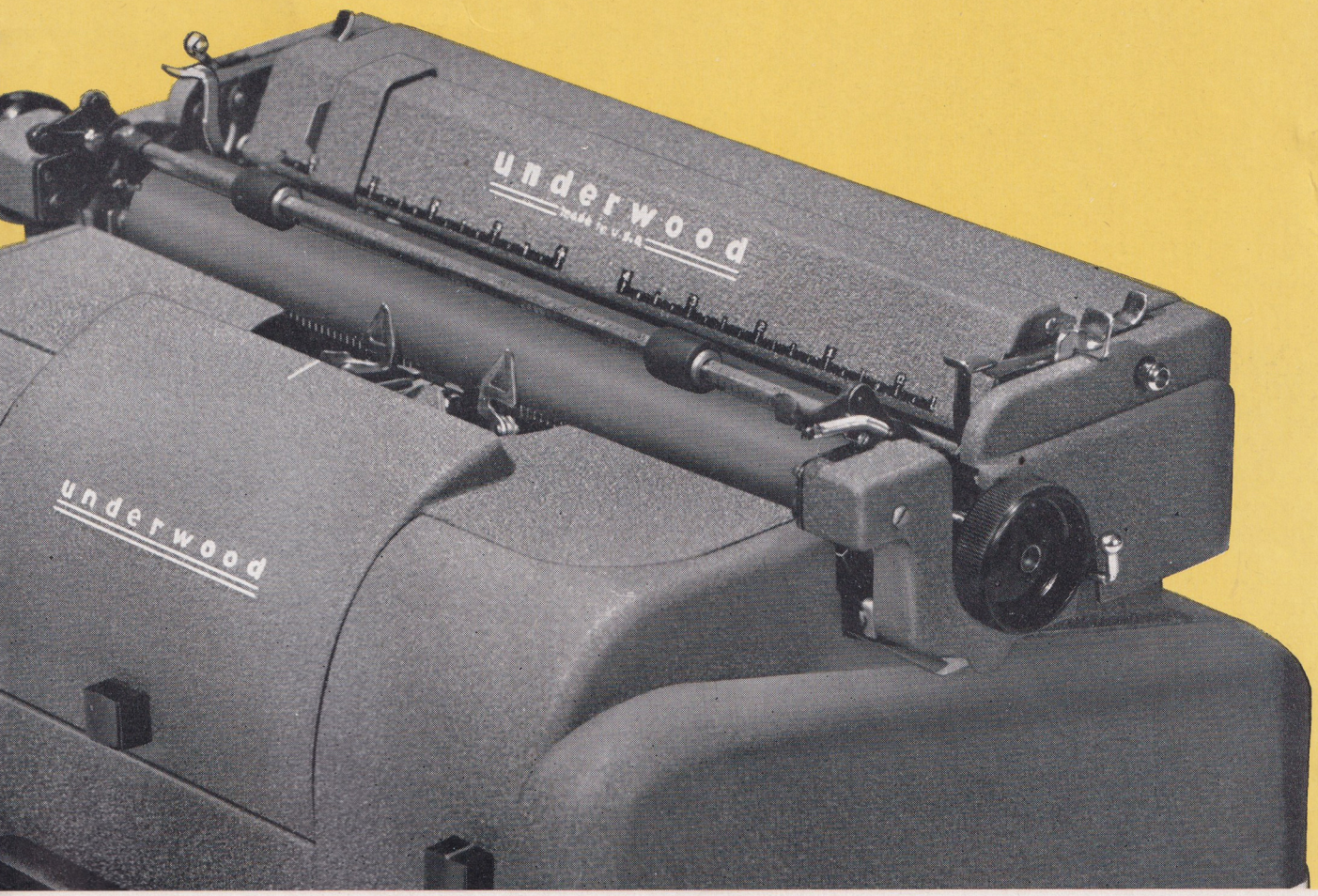
TYPEWRITER

The Underwood Electric Typewriter is

THE NEW UNDERWOOD *All*

It's a thrill to look at!

Its smart, modern styling provides the eye appeal that makes this new Underwood pleasant company to work with day in and day out. The business-like Two-Tone Gray finish . . . complemented by the decorative chromium steel trim . . . is non-glare to relieve your eyes from any strain. All operating parts are completely cased in modern smartness for more quiet operation and protection against dust and grime.



Electric STANDARD TYPEWRITER

It's a thrill to operate!

The keys that look so inviting to operate . . . are of the latest Finger-Ease design to give you that velvet touch. The keyboard and operating features are standard throughout—nothing new or complicated to learn.

Your hands never leave the keyboard to type. Every key responds to a light, easy, effortless action. Alphabet keys, numeral keys, shift keys, space bar, back spacer and line spacer are all electrically controlled. The carriage returns smoothly from any position with a slight touch of one of the Return Bars located conveniently at both sides of the keyboard. Tabulator stops are set and cleared on the keyboard.

You will like its spirited, rhythmic action—its supreme ease of operation.

Now...

UNDERWOOD *All Electric* TYPEWRITER

ON - OFF CONTROL SWITCH
ELECTRIC CARRIAGE RETURN AND AUTOMATIC LINE SPACING
ELECTRIC BACK SPACER
ELECTRIC SHIFT LOCK
ELECTRIC SHIFT KEY

The Underwood Electric Typewriter is brand new . . . the newest contribution by the Typewriter Leader of the World to increase office efficiency . . . bringing you all you ever hoped for in modern writing equipment. Here is the first all-electric typewriter of postwar design that places typing with electric energy at your fingertips . . . to speed your day's work.

Its beauty of design . . . its smart, modern lines are true indications of its performance and dependability. Engineered and designed at the Underwood Research Laboratory by Underwood Engineers . . . more than 50 years of experience on time-tried Underwood features and many years of electric accounting machine engineering back up this latest Underwood product.

ALL THE ADVANTAGES OF AN UNDE

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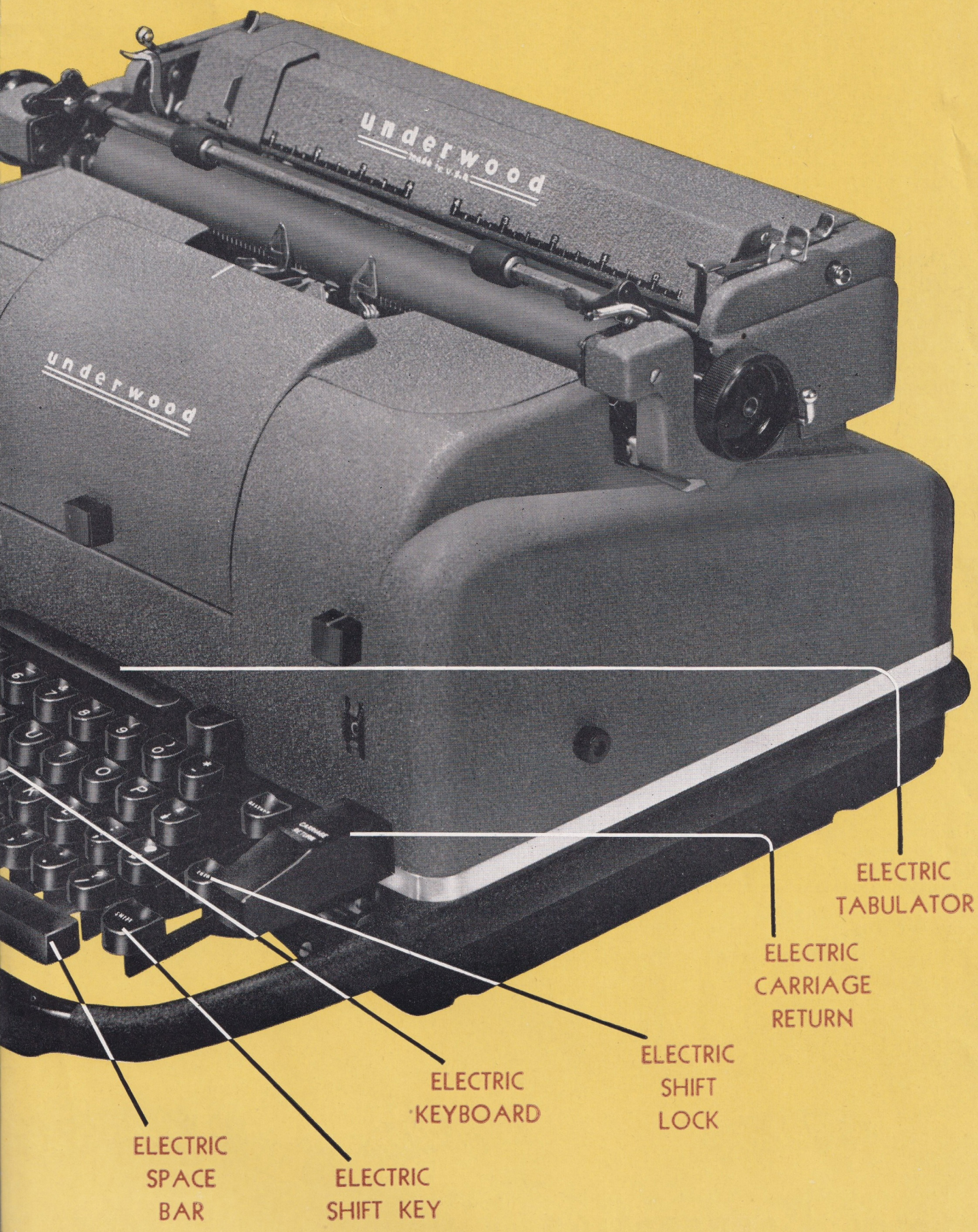
SEALED ACTION FRAME

The completely enclosed back of the new Underwood Electric adds to eye-appeal and tends toward quieter operation and also provides protection against dust.

UNDERWOOD ELECTRIC --- *MADE BY*



ERWOOD PLUS ALL ELECTRIC OPERATION

ERFORMANCE YOU ALWAYS HOPED FOR IS EASY ON THE NEW UNDERWOOD ALL-ELECTRIC TYPEWRITER

Now it is easy to secure that perfection in finished work you have always strived for. You get clear, neat and uniform impressions upon the paper . . . easy to read . . . easy to understand. The new Underwood Electric will always give you positive performance because writing pressure is controlled automatically.

Whether you make one or many carbon copies, the operating ease is the same. The dial at your fingertip adjusts the pressure for varying numbers of copies, to give you clear, clean and legible carbon copies.

You will be surprised at the perfection of work you attain with effortless, smooth action. You will be pleased at the speed with which the peak loads are handled without mental and physical strain. Typewriter fatigue is forever banished.

Ask your Underwood representative to tell you all about the new Underwood Electric Typewriter—today. If you are planning to buy *any* typewriter, see this new, sparkling Underwood before you decide. You owe it to yourself . . . as well as to your employer!

THE TYPEWRITER LEADER OF THE WORLD

ONLY THE *Underwood Electric* HAS SO MUCH TO OFFER

Smartness . . . Underwood has entered into new fields of typewriter design giving outstanding, practical beauty to a completely enclosed exterior that is an eye-pleasing complement to outstanding all-electric typing performance.

Power . . . The work is handled by a 115-volt 60 cycle constant speed motor. This new machine challenges all typewriters to match its sparkling, outstanding performance.

Action . . . Scientifically designed, every key responds instantly . . . even with the merest touch of the operator's little finger.

Manifolding . . . Super-ease of touch increases typing production . . . whether you make one or many carbon copies . . . without taxing the energy of the operator. Each copy is clear, clean, legible.

Convenience . . . Every operating feature is placed close to the keyboard where it belongs and hand-travel is reduced to the absolute minimum.

Control . . . Every typing function is performed from a *normal* operating position. The result is less fatigue and more work.

Comfort . . . There are no tricky operating features to invite error and slow you up. This new Underwood is a triumph of typewriter engineering.

Protection . . . Every letter is clear, clean-cut, uniform. Every word is in perfect alignment. Every machine is backed by service specialists prepared to meet any emergency encountered by an Underwood owner.

Only Underwood OFFERS YOU THE BIG 3 IN TYPEWRITER SATISFACTION

The new All-Electric Underwood now takes its place in Underwood's circle of service to American business. Today—with the famous Underwood Standard in use, millions strong, throughout the world; the popular executive office machine, the Underwood Noiseless; and the new Underwood Electric—Underwood offers complete typewriter service for all your needs. Look to Underwood for your typewriter requirements, for only in the Underwood line will you find such a complete choice of types and models.

ELECTRIC

STANDARD

NOISELESS

Underwood Corporation...

ONE PARK AVENUE • NEW YORK 16, N. Y.

TYPEWRITERS • ACCOUNTING MACHINES
ADDING MACHINES • CARBON PAPER
RIBBONS AND OTHER SUPPLIES

SALES AND SERVICE EVERYWHERE

Form No. SX80-1

UNDERWOOD - - - TYPEWRITER LEADER OF THE WORLD

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